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| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>It is the online scam where the criminals steals the sensitive information of an individual or an organizations via e-mails, text messages,etc.</p></div> | <div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>Customers do not click on suspicious link and do not click on blank boxes in e-mails. Avid sharing of personal information.</p></div> | <div>5. AVAILABLE SOLUTIONS<div>AS</div><p>The available solutions are finding the sites and blocking the sites before getting phished.</p><p>Using AI/ML models, the user can prevent their data from being stolen and to provide more awareness about the phishing attack.</p></div> | Explore AS, differentiate |
| | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Protect the accounts by using multi-factor authentication.</p><p>Must avoid sharing personal and financial information over the internet.</p></div> | <div>9. PROBLEM ROOT CAUSE<div>RC</div><p>Due to lack of security awareness from user.</p><p>Phishers are always developing new scams that the current anti-phishing technique cannot detect or stop.</p></div> | <div>7. BEHAVIOUR<div>BE</div><p>User check the authenticity of web address and IP address.</p><p>Being aware of phishing sites and knows what to do and not.</p></div> | |

Focus on J&P , tap into BE, understand RC

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| Identify strong T&EM | <p>3. TRIGGERS TR</p> <p>A trigger message can be popped warning the user about the site.</p> <p>Giving the security alert like the connection is insecure and providing the strong security culture.</p> | <p>10. YOUR SOLUTION SL</p> <p>Provide options for the users to check the legitimacy of the websites.</p> <p>To increase the awareness among users and prevents misuse of data, data theft etc.,</p> | <p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE Customers tend to lose their data to phishing sites.</p> <p>8.2 OFFLINE Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,</p> | Identify strong T&EM |
| | <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>The user feel insecure to use the internet and also try to avoid online transactions.</p> <p>Use firewalls and antivirus to protect their credentials details and been even more precaustious after facing the problem.</p> | | | |